PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Dave Beran **DATE:** February 21, 1992

FROM: Karen Eisen, Natalie Ellis

SUBJECT: Vantage Convertible Box

Groups have been scheduled for February 27 in Memphis to expose Vantage and Merit smokers to the new Vantage convertible box. We will discuss the pros and cons of box vs soft pack packaging in general prior to showing the new pack. In addition, we will also show the Dakota slide box packaging as another example of new packaging that attempts to combine soft pack and box properties.

Group 1 at 6:00 P.M. will consist of female Vantage or Merit Ultra Light smokers age 30-54.

Group 2 at 8:00P.M. will consist of female Vantage smokers exclusively.

Directions are attached. The address and Phone number of the facility are:

Friedman Marketing
Consumer Opinion Center
Century Plaza Building
5830 Mount Moriah
Suites 1 & 2
Memphis, TN 38115
(901)795-0073

cc:
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